

**PCAS 18 (2015/2016)**

**Supervised Project Report  
(ANTA604)**

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***Antarcticans: A Story of Ordinary Survival***

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A 2015 Colmar Brunton survey found that there was a strong correlation between knowledge about Antarctic and considering it important – groups who were less knowledgeable about Antarctica were also generally less likely to consider it important.<sup>1</sup> The survey also found that young New Zealanders (the 18 to 24 year old bracket), and in particular females, were the least informed group surveyed. This research project aims to address that sector of the public. How can we create more engaging audiovisual content to reach 18 to 24 year-old viewers in New Zealand?

With over 80% of 15 to 24 year old internet users accessing social media and use of new technology increasing, the purpose of this project was to create a video that had the potential to go 'viral' on social media.<sup>2</sup>

Studies have suggested that viewers are motivated to share online viral videos when a video arouses emotions such as joy, surprise, anger etc. and whether the video has a perceived entertainment or educational value.<sup>3</sup> In order to be more engaging scientists need to be seen to be more than just lab coats; viewers need to feel an affinity with the subjects of the film.<sup>4</sup>

This documentary aims to educate as well as engage viewers by providing scientific facts and important information about Scott Base and climate change intermingled with more personable, affinity-generating information.

**Video link: <https://vimeo.com/156927158/5cfb5e3bb9>**

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<sup>1</sup> Colman Burton. (2015) Public Opinion of Antarctica (Antarctica New Zealand report). Wellington, New Zealand: Nicky Ryan-Hughes

<sup>2</sup> Statistics New Zealand, (2012). *Household Use of Information and Communication Technology*. Retrieved from [http://www.stats.govt.nz/browse\\_for\\_stats/industry\\_sectors/information\\_technology\\_and\\_communications/HouseholdUseofICT\\_HOTP2012/Commentary.aspx](http://www.stats.govt.nz/browse_for_stats/industry_sectors/information_technology_and_communications/HouseholdUseofICT_HOTP2012/Commentary.aspx)

<sup>3</sup> Yang (2015) Social Sharing of Online Videos: Examining American Consumers' Video Sharing Attitudes, Intent and Behavior. *Psychology & Marketing*, 32(9), 907-919.

<sup>4</sup> C. Mo Bahk. (2010) Environmental Education Through Narrative Films: Impact of Medicine Man on Attitudes Toward Forest Preservation. *The Journal of Environmental Education*, 42(1), 1-13.